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TITLE PAGE.

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The Tourist ✓

A photoplay in 2 reels. ✓

By _____

Author of Photoplay Educational Film Exchanged Int.
U.S.A. ✓

9/20/25

PRESS SHEET

Tuxedo Comedies

©CLL 21845

"The Tourist"



With
Johnny Arthur

Directed by William Goodrich



EDUCATIONAL FILM EXCHANGES, Inc.

MADE IN U. S. A.

555

"THE TOURIST"

JOHNNY ARTHUR WILL INTRODUCE NEW CHARACTER TO YOUR PATRONS

Talented Star Has Excellent Cast and Story and Great Direction by William Goodrich

Johnny Arthur, new star in Educational-Tuxedo Comedies, will introduce to your patrons a new character to the screen in his first two-reel comedy, "The Tourist."

"The Tourist" was made by William Goodrich, the comedy director responsible for many of the Tuxedo Comedy successes of the past, including "Curses" and "The Iron Mule," and although of a different type of comedy than these two great laugh pictures, "The Tourist" will provide your patrons with as much entertainment and amusement as either of these two.

Patrons enjoying high-class, well made and clever comedy, will vote "The Tourist" one of the most enjoyable pictures they have seen in a long while. The combination of talented star, excellent cast and top-notch direction and the well-known Tuxedo quality, is your assurance that this picture is way above the average in two-reel entertainment.

The Story

Johnny is touring the country in a one-man flivver equipped with hot and cold running water, a coffee percolator, toaster, oven and grill.

As he is preparing breakfast Helen comes limping down the road—walking back from a ride with a local sheik. Johnny, seeing her predicament, invites her to ride in his car.

Near her home a couple of crooks have discovered a wonderful spring whose waters have a kick like a T. N. T. highball. The crooks take a sample of the water with them.

Helen's mother keeps a wayside hotel and Johnny is invited to stay for lunch. Helen, her mother, Johnny and the two crooks sit down to the meal.

During the meal the phone rings and the county clerk tells Helen's mother that unless she can pay her back taxes before noon her property will be sold for the taxes due. The crooks, learning that the wonderful well is on her property, decide to buy the land for the taxes and make a fortune selling the water.

Johnny overhears the crooks plotting and decides to beat them to the clerk's office and pay the taxes himself and save the property for Helen and her mother.

At a speed of fifteen miles per hour his flivver starts to fall apart. The fenders, spare tires, lamps and top leave the car; his engine follows, and he is obliged to sail the chassis down the railway tracks, just beating the crooks to the office in time to pay the taxes and save the farm for Helen and her mother.

After the taxes are paid, Johnny invests five dollars in a marriage license and of course Helen doesn't need much coaxing to consent to become Mrs. Johnny.



JOHNNY
ARTHUR
IN
EDUCATIONAL-
TUXEDO COMEDIES

For Electro Order No. 3791-E
For Mat (Free) Order No. 3791-M

WHO'S WHO in "The Tourist"

Johnny JOHNNY ARTHUR
The Girl Helen Foster
The Villains Glen Cavender
George Davis
Directed by William Goodrich

EXPLOITATION

Every inducement you can add to your sales and advertising exploitation, means just that much more in the box-office.

Educational two-reel comedies fill a very definite place in your program. In addition to furnishing the two reels of crackerjack entertainment, they can also be made to fill those vacant seats and to do more than their share of bringing in the business and building up your box-office receipts.

A complete line of accessories is available on each Educational Comedy—posters, slides, lobby display photos and the electros and mats. These are made to increase your business—but they can not help you if they are kept in the office of the exchange.

Use posters and the other accessories liberally. They will pay you a handsome return on the expenditure in increased business and steady patronage. They furnish the added inducements which bring big returns. Try them and be convinced.

STREET BALLYHOO

An effective publicity stunt may be used in exploiting "The Tourist" by securing a Ford car; the older it is and the more noise it makes, the better. The top and body to be lettered with a number of funny catch-phrases such as "Well covered with mortgages," "Danger—man working," "The tin you love to touch," etc.

The driver made up in the character of Johnny Arthur should stop at principal locations, to demonstrate the various comedy accessories built around the radiator, same as featured in the film and shown in the stills.

PARAGRAPHS For Your Program

In addition to the feature—Johnny Arthur and the Tuxedo cast in "The Tourist." A real laughmaker.

* * *

The spice of the program—Two reels of excellent comedy in "The Tourist," an Educational-Tuxedo Comedy with Johnny Arthur.

* * *

Laugh away your blues—see "The Tourist," a crackerjack Educational-Tuxedo comedy with Johnny Arthur, the well known stage star.

* * *

Two reels of clever and entertaining comedy—the kind the whole family will enjoy—Johnny Arthur in "The Tourist," an Educational-Tuxedo Comedy.

* * *

Added Attraction—Johnny Arthur, Helen Foster and the famous Tuxedo Cast in "The Tourist"—Two reels of excellent comedy entertainment.

"THE TOURIST"

JOHNNY ARTHUR MAKES DEBUT IN TUXEDO COMEDY

"The Tourist" a Clever and Entertaining Two Reeler

(Newspaper review for use after showing
of picture)

In his debut in two reel comedies, Johnny Arthur, who is appearing in his first short comedy, "The Tourist," at the.....Theatre, is introducing a new type to the comedy screen.

Arthur, who has been before the public for a number of years on the legitimate and comedy stage, was just lately signed by the Educational-Tuxedo Company to make a series of pictures under the direction of William Goodrich. Those familiar with



For electro
Order No. 3797-E
For mat (free)
Order No. 3797-M

The tourist meets the girl, played by Miss Helen Foster, and is instrumental in saving the old homestead from a band of crooks who plan to rob her.

Arthur's characterization of the lonesome and diffident young man is a treat and the comedy is filled with incidents which keep the audiences in continual laughter.

Fancy Flivver in New Tuxedo Comedy

(Prepared as advance publicity story)

A flivver equipped with hot and cold running water, grill, toaster, oven, collapsible table and all the refinements of the tourist-camper will be seen in the new Educational-Tuxedo Comedy "The Tourist" which will be the comedy attraction on the bill at the.....Theatre.....

Johnny Arthur, making his first appearance in two-reel comedies, will be the featured comedian in this picture. Previously Mr. Arthur has been seen in many legitimate stage productions and only recently was featured with Lon Chaney in "The Monster."

JOHNNY ARTHUR TO STAR IN SERIES OF TWO-REEL COMEDIES



JOHNNY ARTHUR
in a scene from
"THE TOURIST"

For Electro Order No. 3792-E
For Mat (Free) Order No. 3792-M

TRY THIS STUNT

A window display tie-up arranged by the Rialto Theatre, New York, in one of the most prominent locations on the Great White Way, offers a suggestion for an exploitation stunt that you can put over on this picture.

The display was in the window of the Picard Motor Sales Company, authorized Ford dealers, on Broadway near the Rialto Theatre. A life-size painted cut-out of Johnny Arthur, showing him seated before his dilapidated Ford, was featured opposite a new Ford coupe. (You can arrange a cut-out from the three-sheet to serve the same purpose.)

In the foreground were displayed a number of stills from "The Tourist," each bearing a caption tying up the Ford dealer, the comedy and the theatre. A card on an easel announced the showing at the Rialto.

Here is a simple but most effective tie-up that can be worked in any town.

Tuxedo Comedies Sign Popular Stage Star for Six Pictures

(Prepared as advance publicity story)

Johnny Arthur, popular star of the comedy stage, has signed a contract with Educational-Tuxedo Comedies and will be seen in a series of six of these clever two reelers. The first of the series, "The Tourist," has been secured by theTheatre and will be a part of their program starting

This picture will mark Arthur's debut in two-reel comedies, but he has been seen previously in feature length subjects. He was featured with Lon Chaney in "The Monster," and with Mae Murray in "Mlle. Midnight" as well as with Elaine Hammerstein in "Flaming Love."

Prior to his screen experience, Arthur spent a number of years on the comedy stage, appearing in such popular attractions as "Fair and Warmer," "Parlor, Bedroom and Bath," "The Girl in the Limousine," and many other attractions under the management of Al Woods. He also appeared with such widely known performers as Leo Ditrichstein, Willie Collier, Lou Tellegen, Walter Hampden, Charles Cherry, William Hawtry and many others on the legitimate stage.

"The Tourist" will be the first of a series of situation comedies, directed by William Goodrich.

Helen Foster in Supporting Role

(Prepared as advance publicity story)

Helen Foster, little leading lady with Johnny Arthur in the Educational-Tuxedo Comedy "The Tourist," which will be at theTheatre, is making her debut in two-reel comedies in this picture.

The new leading lady comes from a theatrical family. Her father was a member of the famous Woodward Stock Company which boasted such celebrities as Theodore Roberts, the Farnum brothers, William and Dustin, and many others in their excellent casts.

Miss Foster has been playing leading roles in western dramas with such well known screen stars as Fred Thompson, Buddy Roosevelt and "Buffalo Bill, Jr." She is a diminutive brunette, tilting the scales at four pounds less than a hundred, has green eyes and hair of a titian hue.

"THE TOURIST"

A Delightful Personality—A Real Star

The New York Morning Telegraph, reviewing "The Tourist," declares Johnny Arthur "is a delightful personality — a real find — a real star."



This two-column cut will help you get newspaper publicity on this picture and other Tuxedo Comedies featuring this great new star.

JOHNNY ARTHUR - in
EDUCATIONAL - TUXEDO COMEDIES.

For Electro Order No. 3796-E
For Mat (Free) Order No. 3796-M

OPERATOR'S CUE FOR CUT-OVER

Following is operator's cue for cut-over at end of first reel:

Five feet following title "I'm sorry we haven't a funnel," as Johnny Ar-

thur sits down at table after handing man next to him a spoon.

Following is cue for cut-over at end of second reel:

Sixteen feet following title "This certainly is wonderful water" after Johnny Arthur nudges mother-in-law. This is followed by a fade-out.

ADDITIONAL PUBLICITY STORIES

A Flivver Story That Packs a Kick

(Prepared as advance publicity story)

If your flivver is stolen, the method of recovering it used by Johnny Arthur, star of "The Tourist," an Educational-Tuxedo Comedy coming to the Theatre, will appeal to you. Johnny ran the following in a Los Angeles paper—"Stolen—One Flivver—Six years old, very kind and gentle, answers to the name of Henrietta. To the one who returns her I will give a drink of Four Rose whisky, 10 years old."

The next morning there were nine men with flivvers of ancient vintage, waiting at the Educational Studio. Believe it or not!

A New Film Comedy Along Unique Lines

(Newspaper review for use after showing of picture)

Built along different lines than the average two-reel comedy, "The Tourist," Johnny Arthur's first Educational-Tuxedo comedy at the Theatre, is furnishing two reels of

clever and original fun.

Johnny Arthur, the star, is making his debut in two reels in this picture. He will be remembered for his clever work in "The Monster" with Lon Chaney and his many successes on the legitimate and musical comedy stage.

"The Tourist" is a situation comedy, containing more story than the average fast action two-reeler although several unique gags have been incorporated in the story. The camping-flivver sequence is unique.

The direction is by William Goodrich.

"THE TOURIST"

Charming — Arthur A Real Find

Here is the best two-reel comedy that has been turned out this season. It is a charming trifle, and there is every indication that in its star, Johnny Arthur, Educational has a real find. He is a delightful personality—he creates a character rather than merely submitting his person to the thuds of the slapstick. There is very little rough stuff of any kind in "The Tourist," but there is actually human interest—a rare quality in the two-reelers. Arthur plays a worthy tourist who has considerable trouble keeping his ancient flivver intact.

One of the best bits of business ever concocted—one that will set any audience howling—is the scene in which Johnny converts his car into a stove and cooks his breakfast on its various parts. It must be seen to be appreciated.

As if a real star and entertaining tale and excellent direction were not enough, there is added the presence in the cast of the most promising girl we have noticed on the screen in a blue, or even a red, moon. She is Helen Foster, and if some enterprising producer doesn't sign her up for life, he will be missing the chance of his own lifetime. She is beautiful, she has poise—she is, in plain language, a wow. She helps to make "The Tourist" a real knockout that any house should welcome with open arms.

—DELIGHT EVANS in N. Y. Morning Telegraph.

Here's a stunt that will make money for You

**WARNING!
DON'T
PARK HERE**
(READ OTHER SIDE)

(SEE SUGGESTED
COPY AT RIGHT)

(Copy for Reverse Side of Tag)

HAVE YOU SEEN THIS MAN?

The sole occupant of a one-man flivver was preparing breakfast in a car equipped with hot and cold running water, coffee percolator, toaster, oven and grill.

A young lady came limping along, walking back from a ride with a local sheik. He invites her to ride the rest of the way in his flivver.

And then—

Take Warning! Don't Park Your Car Here, but for a real good entertainment park your car near the.....Theatre—showing an Educational-Tuxedo Comedy, "THE TOURIST"—featuring JOHNNY ARTHUR.

**Have Tags Printed Like the Above and Have Boys Fasten Them to Cars
Parked in Your Neighborhood**

"THE TOURIST"

IT'S THE EXTRAS THAT SELL

It is the finish and the "extras" which, oftener than any other item, sell high priced automobiles to the average purchaser.

Motor, transmission, tires—the big items in the construction of a machine—are taken for granted. But the upholstery, lights, the shape of the radiator and hood—these things are more often than not the determining factor in closing the sale.

Shrewd manufacturers and merchants know and appreciate the importance of stressing the little items in their sales and advertising matter. They know that it is these little items which make or lose the sale for them and that these little refinements must be played up and advertised.

The finest theatres in the country, managed by the shrewdest showmen in the business, have also adopted this policy. It is evidenced by the pro-

logues, the music, the choice of Short Subjects which accompany their feature attraction and the way these showmen advertise the shorter items of their entire entertainment.

Every exhibitor can not operate a big picture palace with huge orchestras, extensive prologues and other refinements practiced by the big picture palaces, but he can adopt their policy of advertising the entire program. The investment may not be large, but this advertising policy is as important to the success of the small house as it is in the case of the big first run theatre.

Profits and increased patronage will follow the good showmen who know the value of advertising their Short Subjects and who, through newspaper advertising, give these business-bringing two reels an opportunity of earning their share of the box-office receipts.



One Column by One Inch "Ad" Cut
For Electro Order No. 3793-E
For Mat (Free) Order No. 3793-M



Two Column by One and One Half Inch "Ad" Cut
For Electro Order No. 3794-E
For Mat (Free) Order No. 3794-M

For Three Column Cut on Page One Order
Electro No. 3795-E Mat (Free) No. 3795-M

ACCESSORIES

Hand Colored Slides

Four Color One Sheets Four Color Three Sheets
Duo Tint 11 x 14 Lobby Cards
(Eight Cards to Set)

Black and White 8 x 10 Photos
(Ten Photos to Set)

One Column Newspaper Publicity Cuts and Mats
One Column Star Cuts and Mats
Two Column Star Cuts and Mats

One Column, One Inch, Newspaper "Ad" Cuts and Mats

Two Column, One and One Half Inch, Newspaper "Ad" Cuts and Mats

Three Column, Six Inch, "Ad" Cuts and Mats
(All Mats Free)

And the Fullest Cooperation from Your Exchange
(Cuts and mats must be ordered by number)

CATCHLINES

For Newspaper "Ads"

Another of those excellent Educational-Tuxedo Comedies, "The Tourist," with Johnny Arthur and Helen Foster.

You've seen him on the stage—now see him in pictures. Johnny Arthur in "The Tourist," an Educational-Tuxedo Comedy.

Johnny Arthur, a new star, in the Educational-Tuxedo Comedy, "The Tourist." Two reels of exquisite comedy.

The kind of comedy you have been waiting for—"The Tourist," an Educational-Tuxedo with Johnny Arthur and Helen Foster.

A comedy the whole family will enjoy—"The Tourist," a crackerjack Educational-Tuxedo.

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